

## SUBSCRIPTION-BASED DYNAMIC CONTENT

### ABSTRACT OF THE DISCLOSURE

A subscription-based dynamic content update system including a content  
5 update sub-system including a session manager operative to associate a web page  
currently active at a client and having at least one specialized content area with a  
subscription for content therefor, a subscription manager operative to create the  
subscription on a publish/subscribe server, an event buffer operative to store a content  
update received from the publish/subscribe server in response to a publication received  
10 from a content provider and in connection with the subscription, and a monitor  
operative to receive the content update from the content update sub-system and provide  
the content update for updating the specialized content area.